



CABINET: 12 JUNE 2018

Report of: Borough Solicitor

Relevant Portfolio Holder: Councillor I Moran

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SUBJECT: ITEM REFERRED FROM EXECUTIVE OVERVIEW AND SCRUTINY COMMITTEE - CORPORATE PERFORMANCE MANAGEMENT 2018-19

Wards affected: Borough wide

1.0 PURPOSE OF THE REPORT

1.1 To advise on the decision of the Executive Overview and Scrutiny Committee at its meeting on 29 March 2018 in relation to an item referred back to Cabinet by the Executive Overview and Scrutiny Committee on Corporate Performance Management 2018-19.

2.0 RECOMMENDATION

2.1 That Cabinet give consideration to the resolution of the Executive Overview and Scrutiny Committee as detailed in paragraph 3.2 below in light of the comments of the Director of Housing and Inclusion contained within paragraph 4.0.

3.0 BACKGROUND

3.1 Minute No.54 of the meeting of the Executive Overview and Scrutiny Committee requested Cabinet to consider changes to the Performance Indicators for the Council's Corporate PI Suite 2018/19 as approved by Cabinet at its meeting on 13 March 2018.

3.2 The resolution of the Executive Overview and Scrutiny Committee is set out below:-

- 1) That the Executive Overview and Scrutiny Committee recommend to Cabinet that in relation to Corporate Performance Management 2018/2019 – indicator WL08a be kept.
- 2) That in relation to indicator WL108;
 - a) The 60 second call answering target be kept,
 - b) The 60 seconds starts the moment the customer's call is picked up (automated messages starts);
 - c) That the automated message length be shortened,
 - d) That all Members of the Committee receive a written response to the above points.
- 3) That Cabinet be asked to consider performance indicators NI157a and NI157b and the potential to improve the targets.

4.0 COMMENTS OF THE DIRECTOR OF HOUSING AND INCLUSION

4.1 In relation to WL108:

- a) Since this PI was introduced the Contact Centre has significantly developed to increase the number of services offered and improve the quality of those services at first point of contact. This results in call duration being longer and therefore has a direct impact on call waiting times. This approach needs to be taken into consideration when setting targets to ensure they are achievable. It should also be noted that call volumes have significantly increased over the last year, as a result the target of 60 seconds has not been achieved. Current call volumes in relation to the roll out of the second year of garden waste and the changes to wheeled bins has already had a significant impact on call handling and wait times and it is unlikely that a target of 60 seconds would be achieved at the end of the year.

Whilst maintaining an efficient contact centre remains integral to our customer service, the resourcing of this needs to be balanced with the promotion of other access routes for services in line with key elements of the Council's plan to encourage self-serve.

- b) All calls that are answered by the Customer Services team are recorded and the Council is required to advise customers of this as part of the automated welcome message, before their call is answered. Calls cannot be answered by an advisor until the welcome message has been played and an option via the Interactive Voice Response (IVR) has been selected by the customer. It is therefore not appropriate to start calculating the wait time from the start of the automated message.
- c) The welcome message was reviewed and refined, based on best practice, as part of the implementation of the new telephony system in December 2017. The welcome message is also used to actively encourage channel shift in line with the Council's Plan and is regularly reviewed and updated throughout each year, to provide current key information (such as the changes to refuse and recycling, severe weather) to customers, which at times increases the length of message. With the introduction of the General Data Protection

Regulation (GDPR) in May 2018, it is likely that the welcome message will need to include a "privacy notice" for customers. Whilst this will increase the length of the message, the wording used will be clear and concise to minimise the impact on wait times for customers whilst ensuring the Council meets GDPR requirements.

Background Documents

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Report.

Equality Impact Assessment

The decision does not have any direct impact on members of the public, employees, elected members and / or stakeholders. Therefore no Equality Impact Assessment is required.

Appendices

1. Report of the Executive Overview and Scrutiny Committee Meeting held on 29 March 2018